

CITY OF RIVERSIDE
HUMAN RESOURCES DEPARTMENT
CLASSIFICATION SPECIFICATION

04/12/05

Created

TITLE: POLICE COMMUNITY AFFAIRS MANAGER

DEFINITION

Under administrative direction, to perform professional and administrative work in planning, coordinating and performing public affairs/education duties pertaining to the Police Department; to prepare and disseminate informational materials to the public and news media pertaining to the Police Department; to work closely with the Office of Chief of Police; to provide assistance to various City Departments in preparation of internal and external publications relating to Police Services, activities and functions; to serve as an ombudsperson for the Department; to serve as a liaison to various service clubs and provide police coordination to community programs; to manage the Citizen's Academy Program; and to perform other related work as required.

REPORTS TO: Chief of Police

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Chief of Police or designee. May exercise general supervision over para-professional, technical and administrative support staff, as assigned.

EXAMPLES OF DUTIES

Typical duties may include, but are not limited to, the following (Depending on level of assignment):

- Develop, implement and coordinate a comprehensive Community Affairs program for the Riverside Police Department which identifies audiences, messages, communications tools and evaluation measures.
- Synthesize the Police Department's vision, mission, strategic goals and key issues into concrete messages for educational, informational and marketing purposes; coordinate outreach activities to foster understanding among the public and Departmental employees on the Police Department's vision, strategic priorities, program goals and services.
- Work with the City's Communication Officer to draft and maintain a crisis communication plan; assist with organizing emergency public information in the event of a disaster.
- Prepare and disseminate a wide variety of public safety information regarding the Police Department including news releases, press conferences, public service announcements, newsletters, special presentations and related materials.
- Organize the dissemination of positive and accurate information to the public regarding the Police Department by utilizing a variety of communication tools, including: news releases, cable television programming, press conferences, public service announcements, newsletters, factsheets, commercials, special presentations and other collateral material.
- Under guidance from the Chief of Police or designee, pro-actively seek regional and national news media coverage exemplifying the positive programs and services, opportunities and advantages of the Police Department.
- Oversee and maintain a professional and useful Police Department web site.
- Oversee and manage the Citizen's Academy program.
- Maintain press clipping files on the Police Department's news incidents; track media responses along a variety of indicators (e.g. positive, negative, message portrayed, etc.); prepare report of results for the Chief of Police.

QUALIFICATIONS

Knowledge of:

- Techniques and methods used in development and evaluation of communications.
- Personal computer operations; software applications including graphics and desktop publishing systems.
- Interviewing techniques, communications, media services and resources.
- Organization, services and functions of a municipal Police Department.
- Principles of supervision and training.

Ability to:

- Develop, organize and coordinate a communication program.
- Communicate effectively, both orally and in writing.
- Analyze complex administrative problems, evaluate alternatives and make creative recommendations.
- Prepare and present a variety of communications materials; write, edit, prepare and give presentations; prepare flyers and reports; edit materials for proper punctuation and grammar.
- Establish and maintain effective working relationships with City officials, Police Department Management staff, employees, the public and news media.
- Coordinate activities with other divisions and City Departments.
- Operate a personal computer and applicable software including graphics and desktop publishing systems.
- Supervise, train and evaluate assigned personnel.

Education and Experience:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to an Associate of Arts degree with major course work in administration, criminal justice or a related field. Two additional years of qualifying experience may be substituted for the Associate of Arts degree.

Experience: At least five years of experience within a municipal Police Department, including at least two years in a supervisory capacity.

MEDICAL CATEGORY: Group 1

NECESSARY SPECIAL REQUIREMENT

Possession of an appropriate, valid class "C" California Motor Vehicle Operator's License.

CAREER ADVANCEMENT OPPORTUNITIES

FROM: Police Community Affairs Manager

TO: